

ORDER



KSNV

Orders	Order / Rev:	106740	Primary AE:	Amy McCreary
	Alt Order #:	06853435	Sales Office:	BLPHI
	Product Desc:	ROMNEY FOR PRESIDENT	Sales Region:	National
	Estimate:	380		
	Flight Dates:	09/19/12 - 09/25/12		
	Original Date / Rev:	09/18/12 / 09/21/12		
	Order Type:	GENERAL		
Agency	Name:	American Rambler Productions		
	Buying Contact:		Billing Type:	Cash
	Billing Contact:		Billing Calendar:	Broadcast
		138 Conant St.	Billing Cycle:	EOM/EOC
		Beverly, MA 01915	Agency Commission:	15%
Advertiser	Name:	Romney for President <i>- revised</i>		
	Demographic:	A35+	New Business Thru:	
	Product Codes:	PLC02-Republican	Order Separation:	00:05:00
	Priority:	SELECT PRIORITY CODE	Advertiser External ID:	
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN	Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	Totals	Month	# Spots	Gross Amount	Net Amount	Rating
08/27/12	09/25/12	136	\$89,910.00	\$76,423.50		September 2012	136	\$89,910.00	\$76,423.50	0.00
					Totals		136	\$89,910.00	\$76,423.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	30%	\$89,910.00
Market	100%	\$299,700.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	20%	\$59,940.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	27%	\$80,919.00
KTUD	0%	\$0.00
KVVU	16%	\$47,952.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	7%	\$20,979.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/19/12	09/21/12	M-F 6-7a WakeUp w/Wagners	6-7a		--WTF--	:30	6	\$450.002	0.00	NM	6	\$2,700.00	
NEWS															
		Start Date	End Date	Weekdays		Spots/Week			Rate		Rating				
		Week: 09/17/12	09/23/12	--WTF--		6			\$450.00		0.00				

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
E 7	KSNV	09/19/12	09/21/12	M-F Today Show III 4th 8M Today 4th Hour		10am-11am	--WTF--	:30	3	\$200.002	0.00	NM		3	\$850.00	
TODAY SHOW3																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rating</u>						
		Week: 09/17/12	09/23/12	--WTF--		3	\$200.00			0.00						
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>									
		2	KSNV	09/17/12-09/23/12	M-F Today Show III 4th Hr		10am-11am									
		See MG 7.4,7.5 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE														
		3														
		See MG 7.4,7.5 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE														
		4														
		KSNV 09/21/12-09/21/12 M-F Today Show III 4th Hr														
		See MG 7.4,7.3 [Revised Rate to Reinstate]														
		5														
		KSNV 09/21/12-09/21/12 M-F Today Show III 4th Hr														
		See MG 7.4,7.3 [Revised Rate to Reinstate]														
E 8	KSNV	09/19/12	09/21/12	Rachael Ray Rachael Ray		CM	11am-12pm	--WTF--	:30	3	\$200.002	0.00	NM		3	\$600.00
RACHAEL RAY																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rating</u>						
		Week: 09/17/12	09/23/12	--WTF--		3	\$200.00			0.00						
E 9	KSNV	09/24/12	09/25/12	Rachael Ray Rachael Ray		CM	11am-12pm	MT-----	:30	2	\$200.002	0.00	NM		2	\$400.00
RACHAEL RAY																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rating</u>						
		Week: 09/24/12	09/30/12	MT-----		2	\$200.00			0.00						
E 10	KSNV	09/24/12	09/25/12	Noon News Noon News		CM	12-1230pm	MT-----	:30	2	\$275.002	0.00	NM		2	\$550.00
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rating</u>						
		Week: 09/24/12	09/30/12	MT-----		2	\$275.00			0.00						
E 11	KSNV	09/19/12	09/21/12	Noon News Noon News		CM	12-1230pm	--WTF--	:30	3	\$275.002	0.00	NM		3	\$825.00
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rating</u>						
		Week: 09/17/12	09/23/12	--WTF--		3	\$275.00			0.00						
E 12	KSNV	09/19/12	09/21/12	Days of our Lives Days of our Lives		CM	1258p-2pm	--WTF--	:30	3	\$275.002	0.00	NM		3	\$1,275.00
DAYS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rating</u>						
		Week: 09/17/12	09/23/12	--WTF--		3	\$275.00			0.00						

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N60	KSNV	09/25/12	09/25/12	Wake Up Early w/ Wagner	6M	430a-5a	-T-----	:30	1	\$50.003	0.00	NM		1	\$50.00
Wake Up Early Wagners															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week; 09/24/12	09/30/12	-T-----		1				\$50.00		0.00			
														Totals	136 \$89,910.00